

## Job Posting Requirements and Best Practices

BMRS has created job posting templates in TAM for some of the job posting sections. Those sections with available templates are identified below. The templates utilize the requirements and best practices described in these guidelines.

### General Expectations for Job Postings

- **Avoid using all caps.** Readability is also reduced when all letters are uniform in size/shape. Proper netiquette is to not use all caps because it comes across as very aggressive or shouting. Tip: change capitalization of classifications in HCM position management before creating a Job Opening.
- **Use Editor function in Word** to review and fix potential errors (e.g., spelling, grammar, conciseness, vocabulary, inclusiveness).
- **Use Accessibility Checker in Word.** This tool verifies the document against a set of rules (ADA 508 compliance standards) that identify possible issues for people with disabilities. It will highlight elements to address such as errors, warnings, or tips. Do this before creating a job posting in TAM.
- Include the **Job Classification**. It is important to communicate the actual class of the position, especially when a different working title is used for the posting title. Recommend stating the class either in the [Intro](#) or [Salary](#) sections, since this information is pertinent and helpful for current state employees and Human Resources.
- **Use links to share consistent and up-to-date benefit information.** When updates are made to the source, all postings update too. It also saves space in the posting. If agency links or templates are used, ensure they are kept up-to-date and check for broken links before posting.
  - [General Benefits](#)
  - [Well Wisconsin](#)
  - [Leave time](#)

### Job Posting Title

- Use a title that describes the type of work performed and one that is recognized in the private sector when possible (e.g., Database Administrator, Software Developer, Business Process Analyst, Financial Analyst, Customer Service Representative, Chief Information Officer).
- Use a working title that is not another class title.
- Avoid adding extra words or punctuation in the job title (e.g., sign on bonus, Hiring Now!) for compatibility with job search websites.

### Keywords

- These words will help applicants direct or focus their search on specific types of jobs.
- Use words that describe the job and employment category to connect with applicant searches (e.g., healthcare, natural resources, law enforcement, skilled trades, finance, accounting).
- Also add words such as sign-on bonus, etc.
- Do not use words already in the posting title, they are automatically searchable.
- Do not use remote or hybrid.
- The full text in the job posting is not searchable on the wisc.jobs home page, but keywords are.

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- Recommend using 5-7 keywords, but total characters for all keywords should not exceed 200.
  - Recruiting Tip: Use acronyms to make jobs more easily searchable for social media or digital advertising.

### Introduction

Typically, agencies have templates loaded into TAM to populate this section - this presents a consistent agency message for all job postings.

- Use an attention-getter, a line or statement to spark applicant interest.
- Introduce the department/agency, use a link to the home page (e.g., mission, location, etc.).
- Provide brief details about the vacancy(ies) (e.g., title, location(s), etc.).

### Position Summary

- Describe the role and responsibilities of the position (see PD summary).
- Insert a link to the position description(s). Link a PD for each position, classification or level represented.
  - When hyperlinking the PD, for accessibility with screen readers please describe what is linked rather than stating “click here...”, i.e. “For more information, review the [position description](#).”

### Salary Information (BMRS template available)

- Must include all\* the following:
  - Enter the rate of pay if the class is not in a broadbanded pay schedule/range. If the position is in a broadbanded pay schedule/range state a realistic pay range determined by an internal compensation analysis.
    - \*Optional: Follow Indeed formatting guidelines to ensure salary information is extracted as accurately as possible:
      - Specify pay period (e.g., per hour, per week, per year, etc.).
      - Use simple number formats - \$10000 (e.g., no commas, spaces, apostrophes, or shorthand notations “K”).
      - Add spaces to ranges and pay per time period (e.g., \$20 - \$25, \$20 / hour).
      - Only include annual salary or hourly pay (Indeed doesn't always scrape accurately when both annual salary and hourly pay are included).
  - The pay schedule/range for the position(s).
  - Any additional pay provisions (if applicable) (e.g., add-on, on-call, shift premium).
  - The bargaining unit (if applicable).
  - This or a similar statement: “For current and eligible former State employees, compensation will be set in accordance with the State Compensation Plan effective at the time of hire.”

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### Job Details (BMRS template available)

Include any details about the job that applicants need to be aware of.

- Must include all the following, if applicable:
  - The hours/shift and on-call expectations (e.g., Monday-Friday, 7:45am – 4:30pm CST, nights and weekend hours, Wednesday-Sunday, 11pm – 7am CST).
  - Details of remote or hybrid work and expectations.
  - Travel expectations and the frequency.
  - Description of working conditions as necessary, (i.e., outdoor work with exposure to the elements on a regular and year-round basis).
  - Required probationary or trial period (note: Career Executive positions have a trial period).
  - Required background check(s) or associated pre-hire checks for the classification.
    - Sample language: Prior to any appointments for position(s) filled from this announcement, candidates may be subject to a comprehensive criminal background check which may include FBI fingerprinting.
  - Information about the agency's willingness to sponsor work visas.
    - Sample language: Agency X does not sponsor work visas. All persons hired will be required to verify eligibility to work in the United States without sponsorship when completing the [I-9](#) form upon hire.
- If you want the flexibility to reuse the results of the recruitment to fill future vacancies, include the following statement or similar:
  - The results from this recruitment may be used to fill future vacancies if they become available.

### Qualifications

Communicate the education, training, and/or experience required for the position.

- Must include the following:
  - Any special or minimum requirements (i.e., license or certification requirements often noted in classification specifications).
  - Required qualifications to be used in the civil service/initial assessment.
  - Any preferred qualifications to be used in the civil service/initial assessment.
  - Any additional qualifications or assessments in later stages of the selection process (e.g., fitness, agility, psychological).

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### How to Apply (BMRS template available)

Provide instructions on how to apply for the position.

- Must include all the following, if applicable:
  - Documents are required to apply (e.g., letter of qualifications, resume, DD214, etc.).
  - Whether work experience can be entered (this is determined by the assigned recruitment template for the classification).
  - A link to agency or DPM information on how to apply and how to create a resume and letter of qualifications.
  - Page limits for submitted application materials (e.g., resume, letter of qualifications, etc.).
  - A statement about the selection process:
    - Submitted materials will be evaluated by a panel of job experts and the most qualified applicants will be invited to participate in the next step of the selection process.
  - Instructions for current state employees who are eligible for transfer, voluntary demotion, or reinstatement and Career Executives (when applicable).
  - A diversity statement, such as:
    - The State of Wisconsin is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to providing equal employment opportunities to applicants of any race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements (Preferred).
    - The State of Wisconsin is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to providing equal employment opportunities to all applicants from all backgrounds. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements.
  - A reasonable accommodation statement, such as: We provide reasonable accommodations to applicants and employees with disabilities.
  - Instructions for veterans with a 30% or greater service-connected disability.
  - This or similar statement regarding agency contact and resource information: For applicant questions or employment inquiries contact: [Agency HR staff phone # & email](#).
  - The following statement: Please see the [Frequently Asked Questions](#) for general wisc.jobs user information and technical assistance.

### Deadline to Apply

- Must include the date and time when the application will be closed (ex. May 10, 20XX at 11:59 pm or midnight).
  - Job postings for permanent positions must be posted for at least **7 days**, per [WHRH Ch. 104](#).
  - Job postings for project positions must be posted for at least **3 days**, per [WHRH Ch. 228](#).
  - Job postings for LTE positions do not have posting duration requirements.

**SAMPLE JOB POSTING**

**Wisc.Jobs Search Keywords:** office work, executive assistant, secretary, clerical, WTCS  
**Posting Title:** Administrative Assistant

**Introduction**

Are you an administrative professional who is looking for a new opportunity to make a difference? If you're an excellent communicator who is interested in meaningful work that brings personal satisfaction and a sense of serving the greater good, please consider applying for this position with the Wisconsin Technical College System (WTCS) Office!

We're a highly engaged, collaborative team of about 50 with an office located near Hilldale Mall on Madison's near west side. The WTCS Office is the administrative service agency of the WTCS Board, which is the coordinating and oversight body for Wisconsin's 16 public, two-year technical colleges. For more information about WTCS, see our [website](#).

Our team is made up of curriculum and student support specialists, IT professionals, data and policy analysts, financial and business professionals, and administrative support. We believe that a diverse team enriches us all. Join our team!

**Position Summary**

As the Administrative Assistant, you will provide administrative support for the Executive Vice President and the Provost for the Technical College System. Your duties will include coordinating and collaborating with all 16 technical college districts. You will spend most of your time performing the following responsibilities:

- Composing, preparing and editing documents including confidential correspondence, reports and spreadsheets
- Scheduling meetings and appointments
- Assisting with preparation for meetings including creating PowerPoint presentations, developing, assembling and distributing meeting materials
- Coordinating logistics for meetings including contract negotiation, catering, speakers, equipment, etc.
- Coordinating travel and lodging arrangements
- Responding to calls and various requests for information from agency and district staff, the public, legislators, state agencies, businesses and the media

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Review the [position description](#) for additional information about the position's duties and responsibilities.

### Salary Information

This position is in classification Executive Staff Assistant, pay schedule-range 81-04 with an annual salary of \$40476 - \$66560, plus excellent benefits. A twelve-month probationary period is required. For current and eligible former State employees, compensation will be set in accordance with the State Compensation Plan effective at time of hire.

The State of Wisconsin offers an [exemplary benefits package](#) with:

- Generous [paid time off](#), including at least 3 1/2 weeks of vacation/personal time, nine paid holidays, and ample sick time that rolls over each year with no cap.
- Excellent and affordable [health insurance options](#) (starting at \$34/month for single and \$83/month for family coverage).
- Other great insurance options (dental, vision, life, and more).
- A top-notch [retirement program](#) and optional tax advantaged 457 retirement savings plan.
- A [Well Wisconsin](#) program, offering wellness tools and rewards to employees and spouses.
- A free and confidential employee assistance program that offers employees and their household members tools, resources, and professional consultation services.

### Job Details

This position offers the ability to work remotely 80% of the time while reporting to the office one day per week.

Employment will require the selected candidate to pass a background check. WTCS does not sponsor work visas. All persons hired will be required to verify eligibility to work in the United States without sponsorship when completing the I-9 form upon hire.

### Qualifications

Qualifications marked with an asterisk (\*) below will be evaluated in the first step of the selection process and must be addressed in your resume and letter of qualifications. Additional qualifications may be evaluated in subsequent steps.

Minimally qualified applicants must have experience with all the following:

- \*Providing administrative and technical support to multiple individuals simultaneously (e.g. scheduling meetings and appointments, relaying information, assembling materials for meetings, creating presentations, etc.)

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- \*Coordinating travel and logistics for meetings (e.g. lodging arrangements, contract negotiation, catering, speakers, equipment, etc.)
- \*Preparing written communication on behalf of Executive leadership (e.g. email messages, confidential correspondence, reports, etc.)
- \*Working with Microsoft Office products including Word, Excel and PowerPoint.
- Building and maintaining effective working relationships with stakeholders
- Multi-tasking, prioritizing projects, and meeting deadlines
- Communicating with staff at different levels of the organization and keeping them up to date regarding projects, tasks and events
- Written communication skills

In addition to the minimum qualifications above, highly qualified applicants will also have experience with at least some of the following:

- \*Proof reading meeting materials such as agendas, policy papers and/or action briefs for proper formatting
- \*Working with basic financial operations such as purchasing, and/or travel reimbursement.
- \*Finalizing and posting documents to public-facing websites.

Your letter of qualifications should be limited to two (2) pages.

### How to Apply

The [steps to apply online](#) are quick and easy! Your application materials, including your resume and letter of qualifications, are used during our evaluation process to determine your eligibility for further consideration. **It is critically important that your application materials clearly describe your experience related to the stated job qualifications.** Please review our helpful [tips for developing your resume and letter of qualifications](#) and what should be included. **Be advised that there will be no opportunity to change your application materials once you have clicked “Submit.”**

The State of Wisconsin is committed to fostering a fair, equitable, and consistent selection process that is based on merit and utilizes sound competitive selection procedures.

Permanent classified state employees who are eligible for consideration (transfer or voluntary demotion) should complete the application process as described above by the stated deadline.

Submitted materials will be evaluated by a panel of job experts and the most qualified applicants will be invited to participate in the next step of the selection process. Questions related to the job and how to apply can be directed to Olga Bilinson at

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[olga.bilinson1@wisconsin.gov](mailto:olga.bilinson1@wisconsin.gov) or 608-261-8073. For general wisc.jobs user information and technical assistance, please see the wisc.jobs [Frequently Asked Questions page](#).

The State of Wisconsin is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to providing equal employment opportunities to applicants of any race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements.

The State of Wisconsin offers a special program for qualified veterans with a 30% or greater service-connected disability. Qualified veterans with a 30% or greater service-connected disability should send their cover letter, resume, DD-214, and documentation of their service-connected disability rating (dated within 12-months) to Olga Bilinson at [olga.bilinson1@wisconsin.gov](mailto:olga.bilinson1@wisconsin.gov). Current State employees are not eligible for non-competitive appointment.

**Deadline to Apply**

Application materials must be submitted by 11:59 p.m. on Tuesday, June 20, 2023.